



# Jackson County Missouri

Jackson County Courthouse  
415 E. 12th Street, 2nd floor  
Kansas City, Missouri 64106  
(816)881-3242

## Legislation Details (With Text)

**File #:** 21250      **Version:** 0      **Name:** Parks + Rec Marketing Campaign - airtime  
**Type:** Resolution      **Status:** Passed  
**File created:** 4/20/2023      **In control:** Land Use Committee  
**On agenda:** 4/24/2023      **Final action:** 5/1/2023  
**Title:** A RESOLUTION awarding a contract for the furnishing of television airtime for use by the Parks + Rec Department to Charter Communication Holdings, LLC, dba Spectrum Reach, at an actual cost to the County not to exceed \$25,050.00.  
**Sponsors:** Charlie Franklin  
**Indexes:** PARKS + RECREATION, TELEVISION AIR TIME  
**Code sections:**  
**Attachments:** 1. 21250bu, 2. 21250adopted.pdf, 3. 21250 Spectrum Reach.pdf

Date	Ver.	Action By	Action	Result
5/1/2023	0	County Legislature	adopt	Pass
5/1/2023	0	Land Use Committee	recommend do pass	Pass
5/1/2023	0	County Legislature	Consent Agenda	
4/25/2023	0	County Legislature	Go To 1st Meeting	Pass
4/24/2023	0	County Legislature	assign to committee	

### IN THE COUNTY LEGISLATURE OF JACKSON COUNTY, MISSOURI

**A RESOLUTION** awarding a contract for the furnishing of television airtime for use by the Parks + Rec Department to Charter Communication Holdings, LLC, dba Spectrum Reach, at an actual cost to the County not to exceed \$25,050.00.

**RESOLUTION NO. 21250**, April 24, 2023

**INTRODUCED BY** Charlie Franklin, County Legislator

WHEREAS, the Parks + Rec Department's marketing campaign primarily focuses on the medium of television to promote attractions and events while creating awareness for the Department's Parks + Rec logo and brand; and,

WHEREAS, the Director of Parks + Rec recommends a contract for airtime with Charter

Communication Holdings, LLC, dba Spectrum Reach, which will include thirty-second cable ads placed on a variety of cable networks throughout Jackson County, as well as metro-wide advertising; and,

WHEREAS, the campaign includes thirty-second ads on non-traditional viewing platforms including on-demand, mobile devices, AT&T, and DIRECTV, and select third-party network apps; and,

WHEREAS, the Director of Parks + Rec, after conducting research on the availability of the needed services in the Jackson County market, recommends the award of this contract to Charter Communications Holdings, as only its Spectrum Reach program offers the capability of combining cable television airtime with non-traditional viewing platforms such as on-demand viewing, mobile devices, DIRECTV, and third-party applications; and,

WHEREAS, pursuant to section 1030.1 of the Jackson County Code, the Directors of Parks + Rec and Finance and Purchasing recommend the award of the contract for the required television airtime to Charter Communication Holdings, LLC, dba Spectrum Reach, at an actual cost to the County in the amount of \$25,050.00, as a sole source purchase; and,

WHEREAS, award as a sole source is appropriate as only Charter Communication Holdings, LLC, dba Spectrum Reach, is capable of providing these specific services; now therefore,

BE IT RESOLVED by the County Legislature of Jackson County, Missouri, that award be made as recommended by the Directors of Parks + Rec and Finance and Purchasing and that the Director of Finance and Purchasing be and hereby is authorized to execute any documents necessary to the accomplishment of the award; and,

BE IT FURTHER RESOLVED that the Director of Finance and Purchasing is authorized to make all payments, including final payment on the contract...Enacted and Approved  
Effective Date: This Resolution shall be effective immediately upon its passage by a majority of the Legislature.

APPROVED AS TO FORM:

\_\_\_\_\_  
Chief Deputy County Counselor

\_\_\_\_\_  
County Counselor

Certificate of Passage

I hereby certify that the attached resolution, Resolution No. 21250 of April 24, 2023, was duly passed on May 1, 2023 by the Jackson County Legislature. The votes thereon were as follows:

Yeas     9    

Nays     0    

Abstaining     0    

Absent     0    

\_\_\_\_\_  
Date

\_\_\_\_\_  
Mary Jo Spino, Clerk of Legislature

There is a balance otherwise unencumbered to the credit of the appropriation to which the expenditure is chargeable and there is a cash balance otherwise unencumbered in the treasury to the credit of the fund from which payment is to be made each sufficient to provide for the obligation herein authorized.

ACCOUNT NUMBER: 003 1601 56210  
ACCOUNT TITLE: Park Fund  
Director of Parks  
Advertising  
NOT TO EXCEED: \$20,000.00

ACCOUNT NUMBER: 300 1670 56210  
ACCOUNT TITLE: Park Enterprise Fund  
Special Events  
Advertising  
NOT TO EXCEED: \$5,050.00

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Date

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Chief Administrative Officer